

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
(P34)

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AD# 175-A2-REQ# M-94734-"BOXING GLOVES-FREE PACK OFFER"-Page 4/C Blood (5 5/8" x 7 3/4") Salute, 1987



We bet two free packs
that Cambridge taste will
K.O. generics!

Try 'em on us!



Taste breakthrough,
generic price!

Please send me two FREE pack coupons.

Offer expires 9-30-87. To participating in this offer (coupons that) are a minimum 17 years of age or older (and are per person). Offer void where prohibited. See Offer & 10 money for details.

Name _____

Address _____

City _____ State _____ Zip _____

My current brand is _____

Send me: Kings ☐ 10's ☐ Lights ☐ Menthols ☐

☐ My favorite Cambridge has been _____

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17 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

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Wh. suggested retail price.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

